

Chain Merchandiser, Mr. Henry Von Morpurgo, Editor, 65 Crocker Avenue, Piedmont, CA 94611

Convenience Store Management, Mr. M. Havis Dawson, Managing Editor, 345 Park Avenue South, New York, NY 10010

Convenience Store News, Ms. Barbara Grandin, Editor, 254 West 31st Street, New York, NY 10001

Convenience Store Record, Mr. William N. Ringler, Editor, P.O. Box 310, East Northport, NY 11731

Deli Dairy, Mr. Stanley Hubsher, Editor, Hubsher Publications, P.O. Box 373, Cedarhurst, NY 11516

Exchange & Commissary News, Mr. Robert Moran, Managing Editor, Executive Business Media, Inc., P.O. Box 1500, Westbury, NY 11590

Food & Beverage Marketing, Mr. Alan Urbanski, Editor, 22 West 21st Street, New York, NY 10010

Food & Wine, Mr. Warren Picower, Managing Editor, 1120 Avenue of the Americas, New York, NY 10036

Food Broker Quarterly, Mr. Alan Goldstein, Editor, 1010 Massachusetts Avenue, N.W., Washington, DC 20001

Food Business, Mr. Bryan Salvage, 301 East Erie Street, Chicago, IL 60611

Food Channel, Mr. Chris Wolf, Editor-in-Chief, Noble Communications Company, Three Corporate Centre, Springfield, MO 65804

Food Distributors Magazine, Mr. Brad McDowell, Editor, 1002 South Fort Harrison, Clearwater, FL 34616

Food Engineering, Mr. Charles J. Haberstroh, Jr., Editor-in-Chief, Chilton Company, Chilton Way, Radnor, PA 19089

Food in Canada, Ms. Pam Bristole, 777 Bay Street, Beckman Group, 4th Floor, Toronto, ONTAR10 Canada M5W 1A7

Food Industry Advisor, Mr. Edward F. Conley, Editor, Pennsylvania Food Merchants Assoc., 1029 Mumma Road, P.O. Box 870, Camp Hill, PA 17011

Food Industry News, Mr. Cliff Carlson, Publisher, 2702 West Touhy, Chicago, IL 60645

Food Industry Newsletter, Mr. Max Buseti, Editor, P.O. Box 19706, Alexandria, VA 22320

Food Insight, Ms. Libby Mikesell, Editor, International Food Information Council, 1100 Connecticut Avenue, N.W. Suite 430, Washington, DC 20036

The Food Institute Report, Mr. Roy Harrison, Editor, American Institute of Food Distribution, Inc., 28-12 Broadway, Fair Lawn, NJ 07410-3913

Food People, Mr. Warren Causey, Editor, P.O. Box 1208, Woodstock, GA 30188

Food Processing, Mr. Roy G. Hlavacek, Editor, 301 East Erie, Chicago, IL 60611

Food Products & Equipment, Mr. Don Ransulli, National Sales Manager, 301 Gibraltar Drive, Morris Plains, NJ 07950-0650

Food Technology, Ms. Gladys Anderson, News Editor, 221 North LaSalle, Suite 300, Chicago, IL 60601

Food Trends Newsletter, Mr. Bob Messenger, Editor, Palatine, IL 60067

Frozen Food Age, Mr. A. H. Rosenfeld, Publisher, 230 Park Avenue, New York, NY 10169

Frozen Food Digest, Mr. Saul Beck, Editor, 271 Madison Avenue, New York, NY 10016

Frozen Food Executive, Ms. Cindi Rockwell, Editor/Director, Hershey, PA 17033

The Gourmet Gazette, Mr. Kent Hansen, Freeport Center,

Building A-1 6H, P.O. Box 1295, Clearfield, UT 84016

Grocery Distribution, Mr. Richard W. Mulville, Editor,
307 North Michigan Avenue, Suite 924, Chicago, IL 60601

Grocery Marketing, Mr. Ollie Bieniemy, Editor/Publisher,
Gorman Publishing Company, 8750 West Bryn Mawr Avenue,
Chicago, IL 60631

IGA Grocergram, Ms. Mary Best, Editor, Pace Communications Inc.,
1301 Carolina Street, Greensboro, NC 27401

Institutional Distribution, Mr. Robert Civin, Editor, 633 Third Avenue,
New York, NY 10017

The Lempert Report, Ms. Eileen Brill, Editor, 202 Belleville Avenue,
Belleville, NJ 07109

Military Market, Ms. Nancy M. Tucker, Editor, Springfield, VA 22150

Milling & Baking News, Mr. Gordon Davidson, Editor, P.O. Box 29155,
Shawnee Mission, KS 66208

News & Food Report, Mr. John N. Dumais, Editor, New Hampshire
Retail Grocers Association, P.O. Box 868, 110 Stark Street,
Manchester, NH 03105

Newsline, Ms. Cathy Tausend, Editor,
1010 Massachusetts Avenue, N.W., Washington, DC 20001

Product Alert, Ms. Diane Seager, Editor, Marketing Intelligence
Service Co., 33 Academy Street, Naples, NY 14512

Progressive Grocer, Mr. Michael Sansolo, Managing Editor,
The Progressive Grocer Company, Four Stamford Forum,
Stamford, CT 06901

Southern Living, Mr. Bill McDougal, Managing Editor,
2100 Lakeshore Drive, Birmingham, AL 35209

Supermarket Business, Mr. Peter Easton, Managing Editor, FM
Business Publications, Inc., 25 W. 43rd Street, New York, NY 10036

The Tobacco Grower, Mr. Christopher E. Bickers, Editor,
Tobacco Growers' Association of North Carolina, Inc.,
1315 Brooks Avenue, Raleigh, NC 27607

Tobacco Merchants' Association, Mr. Farrell Delman, President,
Tobacco Merchants' Assoc. of the U.S., Inc., P.O. Box 8019,
Princeton, NJ 08543-8019

United States Distribution Journal, Kevin Francella, Editor,
254 West 31st Street, New York, NY 10001

NON-PM PUBLICATIONS

Infotopics, 2 Thameside Centre, Kew Bridge Road, Brentford,
Middlesex, TW8 OHF England

Newsline. Monthly newsletter of the National Food Brokers'
Association, 1010 Massachusetts Avenue, Washington DC 20001.
(202)789-2844

Smoker, 1850 M Street, Suite 900, Washington DC 20036

Smoker's Advocate, 120 Park Avenue, New York, NY 10017.
(800)343-0975

MARKETING

Article Reprints

"Harnessing The Power of Global Brands." Hamish Maxwell in
International Advertiser, June 1989. Available from Corporate
Editorial Services - (212)878-2430.

Videos

Go to Japan on a Lark!. 7:5 minutes. 1989. A history of Japanese
Lark cigarette commercials starring secret agents James Coburn,

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Pierce Brosnan and Roger Moore. Available from Corporate Financial Communications - (212)880-4073.

Philip Morris Christmas Commercials. Up to 1988. From Philip Morris, General Foods and Miller Brewing. Available from Corporate Financial Communications - (212)880-4073.

Classic Commercials from Philip Morris, General Foods, and Miller Brewing. Available from Corporate Financial Communications - (212)880-4073.

PUBLIC POLICY ISSUES

SPEECH REPRINTS

Whose Business Is It?: Your Job and Your Privacy. John Murphy at Marquette University, Minneapolis, Minnesota. May 3, 1988. (An occasional paper from the Marquette University College of Business Administration.) Discusses emerging issues in workplace privacy and calls for legislation that "sensibly protects employee privacy rights." Available from Corporate Editorial Services - (212)878-2430.

Assault on Advertising: Free Speech Under Fire. Bill Murray at Association of National Advertisers, Inc. 79th Annual Meeting & Business Conference, October 25, 1988. Available from Corporate Editorial Services - (212)878-2430.

A Plea For Tolerance. Hugh Cullman to the American Jewish Committee's Tobacco and Allied Industries Division, December 11, 1984. A brief case for more tolerance and less coercion toward smokers. Available from Corporate Editorial Services - (212)878-2430

VIDEOS

Philip Morris Political Primer. 1989. Primer on the importance of relationships with your elected officials, featuring U.S. Congressman Terry Bruce and former U.S. Senator Howard Baker. Available from Corporate Financial Communications - (212)880-4073.

DIRECTORY

Braddock's Federal-State-Local Government Directory. 1988. A guide to U.S. government officials, sponsored by PM. Available from Corporate Public Affairs - (212)880-3525.

BROCHURES

Emerging Legislative Issues for Consumer Packaged Goods: Highlights of a Public Affairs Briefing by Philip Morris Companies Inc. (1989). A summary of present and future legislative challenges, focused primarily on the U.S., although many of the issues are emerging internationally as well. Corporate Public Affairs - (212)880-3449.

Tax Policy in the Twenty-First Century. October 5-7, 1987. Highlights of the international conference in Washington, DC co-sponsored by the Erasmus University, Rotterdam, and the Darden School, University of Virginia, with Philip Morris support. Available from Corporate Public Affairs - (212)880-3449.

CONSTITUENCIES

HISPANIC

Speech Reprints

The Hispanic Press: Crusader, Voice, and Guide. 1990. George Knox to the National Association of Hispanic Publishers. Available from Corporate Editorial Services - (212)878-2430.

The Philip Morris Partnership With the Hispanic Community: A Status Report. Reprint of a supplement in the September 1987 issue of *Hispanic Business* magazine. Available from Corporate Editorial Services - (212)878-2430.

Architects of Destiny. John Murphy to the U.S. Hispanic Chamber of Commerce Convention, 1986. Available from Corporate Editorial Services - (212)878-2430.

Building Bridges Towards Economic Success. Carlos E. Salguero to the U.S. Hispanic Chamber of Commerce Convention, 1985. Available from Corporate Editorial Services - (212)878-2430.

Directory

Directory of Hispanic Organizations. 1989-'91. Published by the Congressional Hispanic Caucus Institute, Inc. Available from Corporate Public Affairs - (212)880-3525.

AFRICAN-AMERICAN

Speech Reprint

The Black Press as Defender, Voice, and Guide. Stanley S. Scott at the Inauguration of the Black Press Hall of Fame, October 24, 1987. Available from Corporate Editorial Services - (212)-878-2430.

Brochure

The Unfinished Agenda on Race in America. 1989. Summary of a two-volume study done for the NAACP Legal Defense and Education Fund Inc., by Louis Harris and Associates and jointly underwritten by Philip Morris Companies Inc., the Carnegie Corporation of New York and the Rockefeller Foundation. Available from Corporate Contributions - (212)880-3159.

Directory

Guide to Black Organizations. 1989-'91. Available from Corporate Public Affairs - (212)880-3525.

WOMEN

Directory

National Directory of Multi-Cultural Arts Organizations 1990. Published by the National Assembly of State Arts Agencies. Available from Cultural Affairs (212)880-3854.

National Directory of Women Elected Officials. 1989. Published by the National Women's Political Caucus. Available from Corporate Public Affairs - (212)880-3525.

Film

Not One of the Boys. 1984. Film about women's changing relationship to American politics and government. Available from Corporate Financial Communications - (212)880-4073.

Brochure

Not One of the Boys. Companion discussion guide for the film. Available from Corporate Financial Communications - (212)878-4073.

MINORITY VENDING

Brochure

We Buy the Best to Make the Best. 1989. Philip Morris Minority Vendor Program. Available from Corporate Purchasing - (212)880-4093.

Why Philip Morris has a Major Interest in Minority Banking. 1987. A description of the Philip Morris program in the U.S. for doing business with minority-owned banks. Available from Corporate Editorial Services - (212)878-2430.

Video

We Buy the Best to Make the Best. 1989. A 10-minute description of the Philip Morris minority vendor program, including interviews with minority suppliers and members of the PM minority vendor task force. Available from Corporate Purchasing - (212)880-4093.

Speech Reprints

Business Teammates - Corporations and Minority Vending. Hugh Cullman to the Charlotte Chamber of Commerce, October 20, 1987. A discussion of opportunities for businesses in using minority vendors. Available from Corporate Editorial Services - (212)878-2430.

Broadening Your Business Base. George Lewis to the Virginia Minority Supplier Development Council, October 11, 1985. Available from Corporate Editorial Services - (212)878-2430.

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OVERALL CORPORATE RESPONSIBILITY

BROCHURE

In the Public Interest. 1988. An award-winning photo-essay on 15 representative cultural and social welfare projects sponsored by Philip Morris around the world. Available from Corporate Editorial Services - (212)878-2430.

SPEECH REPRINT

Does It Pay?" - A Case for Corporate Social Involvement. George Weissman to the Louisville Chamber of Commerce, December 7, 1983. Available from Corporate Editorial Services - (212)878-2430.

CULTURAL SPONSORSHIP

Available from the Philip Morris International library
(212)880-3933.

Business Committee for the Arts. Inc.
Executive Viewpoints

1. *Patronage that Pays*, Herbert Schmertz, 4/87
2. *The Arts and Business Partners in Economic Growth*, J. Burton Casey, Sr., 4/86
3. *Nurturing the New*, Willard C. Butcher, 10/86
4. *Improving the Business Climate - Business and the Arts* Ralph P. Davidson, 2/85
5. *The Corporation as Catalyst*, Rawleigh Warner, Jr., 10/84
6. *Business Support to the Arts is Just Good Sense*, W.M. Blount 5/84
7. *Building Community - Business and the Arts* Ralph P. Davidson, 10/84
8. *America's Eclectic Collector: A History of Corporate Art Collection*, J.A. Jedlicka, 5/83
9. *The Liberal Arts In A Technocratic Society* Winton M. Blount, 5/83
10. *The Arts and Business: Partners in Freedom*, W.M. Blount, 12/80
11. *Philip Morris and the Arts*

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- George Weissman, 9/80
12. *The Alliance of Business and the Arts*
John T. Connor, 10/79
 13. *Culture and the Corporation*
David Rockefeller, 9/66

Forbes - *American Business and the Arts*

1. Reprint from the 7/13/87 issue
2. Reprint from the 10/27/86 issue
3. Reprint from the 10/28/85 issue

ARTS

BOOK

The Arts and Philip Morris - A 30 Year Celebration. (Available late 1990.) A history of Philip Morris' arts support, including dance, music, exhibitions, museums, performance art, theater, arts education, and more. Available from Corporate Editorial Services - (212)880-3473.

VIDEOS/FILMS

The Arts and Philip Morris: A 30-Year Celebration. 1989. A 13-minute survey of Philip Morris's involvement in the arts in the U.S. and internationally. Available from Corporate Financial Communications - (212)880-4073.

New Ways of Seeing: Picasso, Braque and the Cubist Revolution. A 66-minute documentary on the history of the collaboration between Braque and Picasso - an exhibition at the Museum of Modern Art, 1989-90. Available from Corporate Cultural Affairs - (212)880-3631.

The Age of Sultan Suleyman the Magnificent. 1988. Video news release documenting the exhibition and its reception in Washington, DC. Available from Corporate Media Relations - (212)880-2754.

Treasures from the Fitzwilliam. 1989. Video news release documenting the exhibition and its reception in Washington, DC. Available from Corporate Media Relations - (212)878-2754.

American Ballet Theatre's 50th anniversary celebration. 1989. Video news release. Available from Corporate Media Relations - (212)878-2754.

16 films are currently available through Modern Talking Picture Service for distribution. Available from Corporate Video Library (212)880-4073. Descriptive brochure *Art Films from Philip Morris* is available (see below.)

BROCHURES

Americans and the Arts V. 1988. Louis Harris Survey on the Arts. Available from Corporate Cultural Affairs - (212)880-3631.

Art Films from Philip Morris . 1985. Brief descriptions of films about PM-sponsored exhibitions between 1979 and 1983. Available from Corporate Editorial Services - (212)878-2430.

CATALOGUES

Black Art: Ancestral Legacy - The African Impulse in African-American Art. 1989. Catalogue for visitors to the exhibition, December 3, 1989 - February 2, 1990, at Dallas Museum of Art. Available from Corporate Cultural Affairs (212)880-3854.

Treasures from the Fitzwilliam Museum: The Increase of Learning and Other Great Objects. 1989-1990. Catalogue for visitors to the exhibition. Available from Corporate Cultural Affairs (212)880-3854.

American Ballet Theatre: Fifty Years. 1990. Catalogue celebrating the Company's fiftieth anniversary. Available from Corporate Cultural Affairs (212)880-3854.

Dance. 1988. A catalogue highlighting Philip Morris' support of dance. Available in English and French from Corporate Cultural Affairs (212)880-3854.

DIRECTORY

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National Directory of Multi-Cultural Arts Organizations (Available 1990). Compilation of 1,500 African-American, Hispanic, Asian and Pacific Islands and Native Art arts organizations. Available from Corporate Cultural Affairs (212)880-2754.

SPEECH REPRINTS

The American Art of Arts Support. Frank Saunders at Istituto per la documentazione e gli studi legislativi, Rome, Italy, June 6, 1985. Available from Corporate Editorial Services - (212)878-2430.

Why Philip Morris Supports the Arts. Speech on Philip Morris' cultural programs that can be adapted for specific audiences. Originally given by Karen Brosius at Columbia University, March 1990.

FAMILY

Brochures

Philip Morris Companies Inc. Family Survey (1987). Summary of the findings of the Louis Harris survey. Available from Corporate Media Relations - (212)878-2754.

Philip Morris Companies Inc. Family Survey II: Child Care (1989). Summary of the findings of the Louis Harris survey. Available from Corporate Media Relations - (212)878-2754.

Video

Philip Morris Companies Inc. Family Survey. 1989. Childcare problems/solutions. (6 mins.)

Philip Morris Companies Inc. Family Survey II. 1987. video news release.

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